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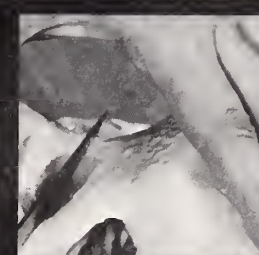
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AGRICULTURAL MARKETING

FEBRUARY 1968 • VOL. 13, NO. 2

**FOOD STAMPS —
MORE FOR YOUR MONEY**



C&MS Personnel Spotlight on Seed Technologist

THE U.S. DEPARTMENT OF Agriculture has its own female "Johnny Appleseed" in Vera Colbry. A seed technologist with USDA's Consumer Marketing Service, she travels to regional seed testing conferences, State seed laboratories and international meetings, "sowing the seeds of knowledge."

Miss Colbry's job as seed technologist is vital to C&MS' effective administration of the Federal Seed Act—a truth-in-labeling law which protects farmers and other buyers of agricultural and vegetable seed. She examines samples of agricultural and vegetable seed to determine their contents with respect to kind and variety of seed, the percentages of pure seed, other crop seeds, inert matter, and weed seeds; and grows the seed to determine its germination. These findings are used to determine whether seed is correctly

labeled or meets minimum standards to comply with the Federal Seed Act.

Traveling with her "treasure chest"—a wardrobe trunk full of seed samples—Miss Colbry is unusual among seed technologists. Besides performing the regular seed testing functions of her job on problem samples referred to her by other seed technologists, she conducts regional seed testing workshops, acts as a consultant to State seed laboratories, and attends domestic and international meetings which promote uniformity in seed testing and seed testing rules.

Generally of one to two weeks' duration, her seed testing workshops are devoted to standardizing testing interpretations and providing advanced training for seed technologists. Experienced seed technologists from Federal, State and com-

mercial laboratories attend the workshops which are important because C&MS' Seed Branch relies upon the cooperation of State agencies in enforcing the Federal Seed Act.

Miss Colbry's work also leads her to international meetings and foreign seed laboratories. Last summer she was a United States delegate to the International Seed Testing Workshop in Cambridge, England.

In April 1967, Miss Colbry received a Certificate of Merit and cash award for suggesting that invisible fluorescent paint be used to help identify different seeds used in study samples. Seed so treated can not be detected until placed under ultra-violet light. Her suggestion resulted in lowered training costs in all seed laboratories and improved the seed identification and grain grading programs.

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Cover Story

When the latest Food Stamp Program expansion is completed, more than 2.6 million needy people will be using food stamps at their grocery store checkout counters. See page 10.



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Navajos line up to receive and learn how to use the staple foods they receive every month through the food donation program.

"USKIE GLOAH" DELIVERS USDA FOOD TO NEW MEXICO'S NAVAJOS

Charlie Herring has earned his Indian name which means "Little Prairie Dog"—he brings food to their harsh country in any weather.

By Neill W. Freeman

IN A WINTER'S day in an outlying Indian village of northwestern New Mexico, the Navajo's earth-and-log hogans rise silently from the dry, arid land. There may be a blanket of snow covering the entire scene, with the temperature hovering around zero—sometimes it gets

The author is Director, Commodity Distribution Division, C&MS, USDA.

as low as 35° below in the mountainous areas. In a few short months will come heavy spring rains making many roads impassable, then summer with its desert-like heat.

In this land of harsh extremes, life is difficult, but less remote from the mainstream of American life than it may appear. Many of the Indian residents on the vast Navajo reservation hold jobs in business, industry or government, either right on the reservation or nearby. Others are teachers, specialists or technicians with welfare and economic development programs. Many work in forestry and on other public works projects. Children, of course, go to school.

Economic progress has been gradual, however. Some Indians, especially the older generation, still lack the education and skills to make a living wage. Federal, State and tribal programs are helping bridge the gap between the old and the new.

An important part of the package is the U.S. Department of Agriculture's Commodity Distribution Program that reaches into the farthest corner of the Navajo reservation helping some 820 needy families in

the New Mexico third of the vast Southwestern reservation.

A normally quiet Navajo village hums with life and activity when the State truck pulls up to the chapter house, the main community hall, for the monthly distribution of food to needy families. It's an occasion the villagers look forward to—not only because of the 11 staple foods they get free but also because of the man who gives them out. Charles Herring, representative of the New Mexico Welfare Department, is a longtime friend and brother to the "Dena" or Navajo people, and is one of the few white men privileged to see the most sacred Indian ceremonials.

Fluent in the language of the Navajo, Mr. and Mrs. Herring and their two children, one an adopted Indian girl, have spent most of their lives with the Navajos. The Herrings travel to 11 different distribution centers in a State truck outfitted as a camper, so they can stay on the road the entire work week. Their route often takes them 100 miles from their home in Farmington and in the frequent spells of bad winter weather travel is slow and difficult. But with a truck that's tough enough for the rough terrain and with first-hand knowledge of the roads and open country, the Herrings almost always keep their schedule.

Charlie Herring's knowledge of the reservation's roads goes back to much earlier days when, having worked his way through school as a farm and ranch hand, grocery clerk and roughneck in Texas oilfields, he joined a survey crew for the first major highway through the Navajo

reservation. It was then that he met his wife, Grace, who had grown up on the reservation as the daughter of a trading post operator.

Eventually the Herrings bought the trading post at Toadlena, where they lived for many years and raised their two children. Though Charlie Herring was never known as a rich Indian trader, the family became rich in their experiences and knowledge of Indian lore and culture. Their collections of Indian relics, artifacts and handicrafts include some of the finest Navajo rugs in existence, including examples of the famous "Two Grey Hills" type, named for a locality near their former home and trading post on the reservation. Charlie Herring counseled and encouraged Indian weavers in their development of the present excellence of this type of rug.

Now the Herrings counsel their Navajo friends on making best use of the staple foods they get every month through the food donation program administered by USDA's Consumer and Marketing Service. Food demonstrations at the distribution center show the Indian women how to liquify the nonfat dry milk for their children, how to use the cornmeal, flour and oats to make foods their families will like, how to cook dry beans to Indian tastes and how to enrich their diets with cheese and canned meat.

More than 3000 Navajos can count on this food help right through the winter, because they know that Charlie Herring can cope with their harsh country in any weather. He has truly earned his Indian name of "Uskie Gloah" or "Little Prairie Dog."

Family Food Help In USA

as of October 1967

State	Total Resident Population July 1, 1967 ¹	Percent Living in Areas with Family Food Program ²	People Who Get Food Stamps or Commodities (Number)
Ala.	3,540,000	63.3	189,983
Alaska	272,000	1.2	325
Ariz.	1,634,000	100.0	86,613
Ark.	1,968,000	98.1	126,967
Calif.	19,153,000	72.4	183,470
Colo.	1,975,000	97.6	42,079
Conn.	2,925,000	19.1	6,627
Del.	523,000	100.0	25,452
D.C.	809,000	100.0	22,382
Fla.	5,995,000	73.3	139,060
Ga.	4,509,000	74.4	175,804
Hawaii	739,000	100.0	8,369
Idaho	699,000	24.1	5,332
Ill.	10,893,000	91.3	169,656
Ind.	5,000,000	94.2	72,325
Iowa	2,753,000	91.7	46,227
Kansas	2,275,000	39.9	24,242
Ky.	3,189,000	98.2	161,948
La.	3,662,000	42.5	101,716
Maine	973,000	54.1	12,741
Md.	3,682,000	74.7	54,039
Mass.	5,421,000	30.8	37,667
Mich.	8,584,000	99.2	187,197
Minn.	3,582,000	84.7	61,052
Miss.	2,348,000	100.0	387,459
Mo.	4,603,000	69.0	93,101
Mont.	701,000	30.3	24,299
Neb.	1,435,000	61.3	15,410
Nev.	444,000	64.4	3,082
N.H.	686,000	60.7	6,030
N.J.	7,003,000	60.5	44,009
N. Mex.	1,003,000	98.6	63,731
N.Y.	18,336,000	95.9	486,602
N.C.	5,029,000	81.3	136,892
N. Dak.	639,000	60.8	15,861
Ohio	10,458,000	88.8	261,255
Okla.	2,495,000	98.6	218,253
Ore.	1,999,000	98.9	59,481
Pa.	11,629,000	99.5	241,805
R.I.	900,000	74.6	19,247
S.C.	2,599,000	18.3	27,600
S. Dak.	674,000	52.6	24,930
Tenn.	3,892,000	74.4	118,594
Texas	10,869,000	69.4	214,000
Utah	1,024,000	99.9	19,048
Vt.	417,000	88.8	9,338
Va.	1,536,000	18.5	22,517
Wash.	3,087,000	100.0	71,460
W. Va.	1,798,000	100.0	118,542
Wisc.	4,189,000	91.5	65,221
Wyo.	315,000	100.0	6,553
SUB-TOTAL	197,863,000	78.1	4,715,594
Puerto Rico	2,697,000	100.0	536,410
Virgin Islands	49,500 ²	100.0	3,848
Other territories	256,100 ²	4.5	6,267
GRAND TOTAL	200,865,600	78.3	5,262,119

Notes: ¹ Provisional estimates, Census Bureau.

² Census estimates for July 1, 1966.

³ Percent living in areas with family food programs is based on 1960 distribution of population within each State, using Census figures for minor civil divisions.

Some figures are partly estimated where programs cover part of a city or county. Some areas with a commodity do not actually distribute food every month.



How to Buy BEEF ROASTS

HOW MUCH DOES the average shopper know about picking out a beef roast?

Some diligent shoppers of the marketplace know a great deal, while many of us might as well choose blindly.

To bridge this knowledge gap, the Department of Agriculture's Consumer and Marketing Service recently published an informative leaflet on "How to Buy Beef Roasts."

The leaflet contains valuable information on beef quality, how beef is graded, cuts of beef, inspection for wholesomeness, appropriate cooking methods, and how big a roast to buy to serve your family.

A few tidbits of knowledge from this illustrated guide to beef roast buying:

- The secret of success in cooking a beef roast lies in suiting the cooking method to the grade and the cut you select.

- Beef varies in quality more than any other kind of meat. But you don't have to learn to judge beef quality for yourself. The USDA grades are a reliable guide to meat quality—its tenderness, juiciness, and flavor.

- USDA Choice is the grade you are most likely to see in your store. USDA Prime is a higher grade, but is sold primarily to restaurants and hotels. USDA Good, USDA Standard, and USDA Commercial are others of the top five grades of beef.

- The USDA grades are based on Federal standards of quality and are applied by USDA graders in a uniform manner throughout the country. If a roast is federally graded you can rely on the grade name to indicate its quality.

- Beef is graded before it is made into retail cuts. However, because the grade is applied to the beef carcass or wholesale cut in a long ribbon-like stamp, you will see a purple shield-shaped grade mark on most retail cuts.

- All meat processed in plants that sell products across State lines must be inspected for wholesomeness by USDA's meat inspectors. A round purple inspection mark is used to show wholesomeness while the purple shield-shaped grade mark is used to show quality. You won't often see the inspection mark, because the stamp is placed on large wholesale cuts only. But you probably will see the grade mark.

- Some cuts of beef roasts are naturally more tender than others. Cuts from the rib and loin section (little-used muscles) will be more tender than cuts from the active muscles in the shoulder (chuck) and the round.

- Buy any beef roast you intend to oven-roast big enough—at least 4 pounds—to keep it from over-cooking, especially if you like it rare or medium rare.

Here are some of the most widely sold roasts and suggested cooking

methods for the top five grades, as outlined and illustrated in "How to Buy Beef Roasts."

Rib Roasts—are unexcelled for tenderness and flavor. This roast can be oven-roasted in all grades, but for maximum tenderness, juiciness, and flavor, select USDA Prime or Choice. Allow at least 1/2 pound or more per person. This cut should be at least two ribs thick for proper cooking. Also called standing rib and prime rib (even when not graded Prime).

Rib Eye Roast—The meaty boneless heart of the standing rib, this cut has excellent flavor and tenderness. It can be oven-roasted in all grades. Allow 1/3 pound per person.

Rump Roast—This roast has good flavor, but is less tender than the rib roast and may contain much bone. In Prime, Choice, or Good grades, it can be oven-roasted; pot roast in lower grades. Allow 1/2 pound bone-in roast per person. If sold boned and rolled, allow 1/3 pound.

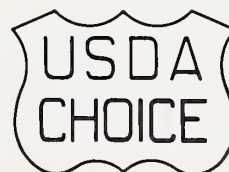
Eye-of-Round Roast—This cut has good flavor, but is less tender. It may be oven-roasted in Prime and Choice grades but should be pot-roasted in lower grades. Allow 1/3 pound per person.

Heel of Round—This boneless, less-tender cut from the round should be pot-roasted regardless of grade. Allow 1/3 pound per person.

Brisket—Often cured and sold as corned beef, the brisket is also sold fresh with bones removed. This cut must be cooked with moist heat—pot-roasted—in all grades. Allow 1/3 pound per person.

Shoulder Arm Roast—is a less tender cut. Pot-roast this cut in all grades. Allow 1/2 pound per person.

For more information on beef roasts and to get a free copy of "How to Buy Beef Roasts," Home and Garden Bulletin No. 146, send a post card, including your ZIP code, to Office of Information, U.S. Department of Agriculture, Washington, D. C. 20250.



Developing Nations Receive U.S. Soybean Oil

TWO HANDS clasped together in a field of red, white, and blue.

For millions of needy people in India, Brazil, the Congo, Venezuela, Morocco, Greece, Turkey, the Philippines, and other developing nations, this emblem, together with the words, "Donated by the People of the United States of America," bears a special significance.

It appears on cans of soybean salad oil bought for foreign donation by the U.S. Department of Agriculture and tested by the Grain Division of USDA's Consumer and Marketing Service. The emblem is very familiar to foreign people—it appears on many foods donated overseas.

Last year, USDA bought more than 250 million pounds of the golden cooking oil—more than 35 million 1-gallon cans, each weighing about 7 pounds.

Before the oil can be shipped overseas, however, it must undergo many exhaustive tests—at the packaging plant and in the laboratory—to assure that the government is getting what it contracted for and to provide developing nations with high quality soybean salad oil. The winning contractor must also satisfy other requirements specified in his purchase contract with USDA.

The contractor, for example, must notify the local field office of C&MS' Grain Division when he is ready to package and load his oil. The field office then sends a commodity inspector to the contractor's packaging plant to inspect the oil during the packaging process.

At the packaging plant, the commodity inspector is responsible for check-weighing the oil (weighing cartons to see if they are full), check-loading (checking whether the num-

USDA performs exhaustive tests on this golden cooking oil to assure high quality.

By Edith A. Christensen

ber of cans of oil specified in the contract with USDA is actually loaded on the ship), and for drawing representative samples to submit to a USDA or contract laboratory for testing.

The author is Head of the Testing Section, Commodity Inspection Branch, Grain Division, C&MS, USDA.

The commodity inspector also carefully inspects all phases of the contractor's packaging operations, including whether cans have been tightly capped, or are leaking. Every case of oil must be held upside down for a minimum of 24 hours as a check for leaks. Leaky cases must be withdrawn from the lot and replaced. The commodity inspector then files a written report on his findings with the local C&MS Grain Division field office.

At the same time the report is submitted, the representative samples of the oil taken from the pack-

aging line by the commodity inspector are sent to either C&MS' Grain Division Testing Section in Beltsville, Md., or to a contract laboratory at New Orleans or Los Angeles. Test procedures are uniform all over the country.

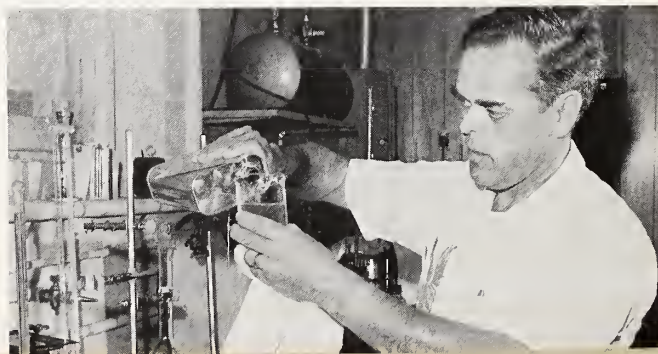
The tests, paid for by the contractor and specified in his contract are exhaustive and seek to determine:

- That the oil is not cloudy, and is free from impurities.
- The flash point of the oil—that is, to determine that all solvent used in the extraction of the oil from soybeans has been eliminated during processing.
- The stability of the oil. (This is an accelerated test for rancidity conducted by exposing the oil to heat and air for a specified time. If the oil does not become rancid after this accelerated test, which is completed within a day, the Government can expect that the oil will be edible when it finally reaches its destination, sometimes many months later.)
- That the oil has been fully refined.

Once these tests have been completed, a report is issued by the C&MS or contract testing laboratory to the local C&MS field office initially responsible for inspecting the oil. If the oil meets USDA purchase specifications, a certificate is issued to the contractor permitting him to load his oil and receive payment.

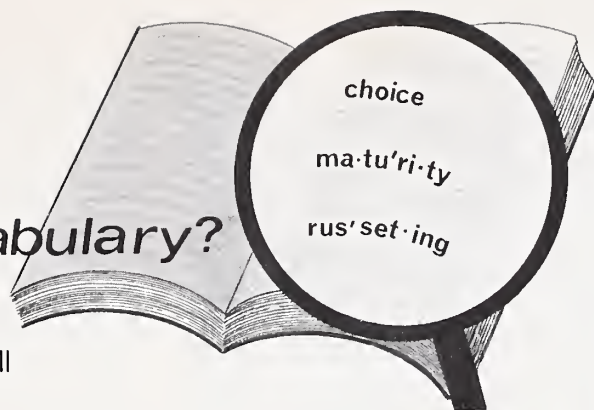
As a result of these careful checks, recipients of soybean salad oil can be assured that they are receiving a high quality product "donated by the people of the United States of America"—and that the emblem of two hands clasped together in a field of red, white, and blue is truly a sign of friendship from America.

Preparing sample to make sure it has been fully refined—one of several tests for soybean oil (left). And preparing samples of soybean oil for these tests.



HOW'S YOUR Food Vocabulary?

By Regina McDowell



IN THIS FOOD vocabulary quiz from the U.S. Department of Agriculture's Consumer and Marketing Service, pick the phrase that best describes the word:

1. *U.S. Choice* (1) a high grade of beef that most consumers prefer; (2) describes the quality of fresh fruits; (3) best-quality eggs.

2. *Maturity* (1) indicates quality in butter; (2) age of a chicken that affects cooking methods; (3) determines how well flour will rise in cakes and breads.

3. *Russetting* is (1) a serious defect in fruits that may quicken decay; (2) a type of potato good for baking; (3) a lacy, brownish coating on the skin of some fruits.

4. *Curing* (1) aging in cheese; (2) eliminating bacteria; (3) boiling.

5. *Grades*—indications of: (1) wholesomeness; (2) nutritive values; (3) levels of quality.

ANSWERS

1. *U.S. Choice* is (1) a high grade of beef that most consumers prefer. U.S. Choice beef steaks and roasts will be quite tender and juicy and have a good flavor. Another tip for you when you buy beef is this: choose by cut as well as by grade. Some cuts are naturally more tender (rib roasts and steaks and loin steaks such as sirloin, porterhouse) while other cuts are naturally less tender (round steaks, chuck roasts).

USDA beef grades are a guide to how tender most cuts will be—and how juicy and flavorful.

2. *Maturity* (2) refers to the age of a chicken that affects cooking method. For example, broilers and fryers are young birds that may be broiled, fried or roasted. Stewing hens are older birds that should be cooked by stewing as their name implies.

3. *Russetting* is (3) a lacy, brownish coating on the skin of some fruits. Russetting is often found on Florida and Texas grapefruit and oranges and on some varieties of apples and pears. It has no effect on eating quality. In fact, it often appears on Florida citrus fruit with thin skin and of superior eating quality.

4. *Curing* is (1) aging in cheese. Cure for Cheddar cheese for example can range from mild to extra sharp. Flavor as well as texture varies in cheese depending on how long it is cured. U.S. Grade AA Cheddar cheese is now available in several curing categories. When you buy U.S. Grade AA Cheddar, you'll be sure of getting consistent high quality, fine texture, and consistent flavor, appropriate to the degree of cure.

5. *Grades* (3) are levels of quality in food. There are official USDA grades for meat, eggs, poultry, dairy products, fruits and vegetables. These U.S. grades for food can help you choose. When food is marked with a USDA grade shield it has been examined by an expert Government grader who has certified that it measures up to a definite standard of quality.

If you would like to build your food shopping vocabulary, write for a free booklet from USDA's Consumer and Marketing Service called, "How To Use USDA Grades in Buying Food." Make your request by postcard to : Office of Information, U.S. Department of Agriculture, Washington, D. C. 20250. Please use ZIP code.

The author is a writer-editor, Marketing Services Branch, Information Division, C&MS, USDA.

STATE MARKETING ACTIVITIES

The Alabama Department of Agriculture and Industries has announced plans to start a livestock grading service based on U.S. Department of Agriculture grades for livestock.

In charge will be Lamar A. Harden of USDA's Consumer and Marketing Service. Mr. Harden is officer-in-charge of the Montgomery Federal-State market news office. He supervises State market news reporters, who will perform the livestock grading service for farmers in addition to their regular market news reporting duties.

* * *

Psychedelic Avocados? Many perishable fruits and vegetables are lost each year because consumers pinch their way to happiness in the produce section of our food stores. California's Department of Agriculture came up with a novel way to take the pinch—and the guesswork—out of choosing ripe avocados.

A royal purple sensitized sticker, attached to each avocado after it is picked, turns yellow as the avocado ripens.

The sticker—which proved 85 percent effective in market tests—has a three-fold advantage: consumers can pick out ripe avocados; the bright yellow sticker lessens the chance of overlooking a ripe avocado; and the degree of change from purple to yellow indicates the approximate length of ripening time required.

Development of the sticker is part of a market development program carried on by California in cooperation with C&MS' Matching Fund Program.

ECONOMY-MINDED consumers—this includes almost everyone these days—are always looking for ways to save money.

Although whole and cut-up chickens are selling at attractive prices, whole chicken is usually a better buy—you save the small extra charge per pound that retailers frequently place on cut-up chicken. You can still get the pieces you want for frying or other chicken dishes by cutting up the chicken yourself. It's easy.

To get the most for your money, buy a whole chicken that has been inspected for wholesomeness and graded for quality



Remove leg from the body by cutting from back to front as close as possible to the back bone.

DISJOINTING A CHICKEN IS EASY

Do it Yourself and Save Money



by the U.S. Department of Agriculture's Consumer and Marketing Service. Federal inspection is mandatory for all poultry processed in plants dealing in interstate commerce. Grading is a C&MS fee-for-service voluntary program. Poultry bearing the U.S. Grade A shield is the highest table quality.

To cut up a chicken, follow the illustrated directions, prepared by the USDA's Agricultural Research Service. Turkey may be disjointed in the same way, except the wing may be left on each half of the breast if preferred.



1 Cut skin between thighs and body of bird.



2 Grasp a leg of the bird in each hand and lift the bird from the table, bending its legs back as you lift. Bend legs until hip joints are free.



4 Locate knee joint by squeezing thigh and drumstick together. Cut through the knee joint to separate thigh and drumstick.



5 Remove wing from body. Start cutting on inside of wing just over the joint. Cut down and around the joint. To make the wing lie flat, either cut off the wingtip or make a cut on the inside of the wing at the large wing joint. Cut just deep enough to expose the bones. Repeat the process on the other side of the bird.



6 Divide the body by placing bird on neck end and cutting from the tail along each side of the back bone through rib joints to neck junction. Cut the skin that attaches the neck-and-back strip to the breast. Place neck-and-back strip, skin side up, on cutting board. Cut strip in two just above the spoonshaped bones in the back. Alternate method: Separate back from breast by cutting between the breast and back ribs from the shoulder to the tail end. Bend the back and breast to separate the shoulder joints.



7 Place the breast, skin side down, on the cutting board. Cut through the white cartilage at the V of the neck as shown.



8 Grasp breast piece firmly in both hands. Bend each side of the breast back and push up with fingers to snap out the breastbone. Cut the breast in half lengthwise.



FOOD STAMP EXPANSION WILL MAKE 1968 HAPPIER FOR MORE LOW-INCOME AMERICANS

AN EXPANSION of the Food Stamp Program which will make 1968 happier and healthier for hundreds of thousands of low-income Americans is getting underway.

Secretary of Agriculture Orville L. Freeman has designated another 389 areas in 36 States to start Food Stamp Programs this year, enabling some 600,000 more low-income families to benefit from this USDA food assistance program.

Two States, Massachusetts and South Dakota, will be participating in the program for the first time.

While such large cities as Boston, Salt Lake City, Seattle, San Antonio, and New Orleans are included in the newly designated group, Secretary Freeman emphasized that a majority of the new food stamp areas are rural, in line with his concern for making all our national resources available to these often by-passed areas.

When his latest expansion is completed, the Food Stamp Program will be helping over 2.6 million needy people in over 1200 counties in 43 States and the District of Columbia. In addition, Secretary Freeman noted that USDA's family food donation program which is currently reaching another 3 million people in non-food stamp areas of 47 States,

Secretary Freeman designated another 389 areas in 36 States to start Food Stamp Program this year, enabling some 600,000 more low-income families to benefit from this USDA food assistance program.

will be available to any county or community not receiving food stamp assistance.

The Secretary pointed out, however, that "people in need of food help still do not have access to either of these programs in too many areas of the nation. We are continuing to work with State and local governments," he said, "toward the ultimate goal of making a Federal food assistance program available in every part of the United States. Now that the new food stamp areas have been designated, I again urge

communities still without any program to undertake family food donations until further food stamp expansion is possible."

The Food Stamp Program enables eligible low-income families to increase their food-purchasing power by investing their own money in food coupons worth more than they paid. The coupons are spent like cash at retail food outlets authorized under the program.

Exact dates when the newly designated areas will begin issuing food stamps to low-income families are being announced locally, after Consumer and Marketing Service personnel and State and local welfare officials plan a timetable for necessary steps to assure effective and efficient programs.

These procedures include training of welfare caseworkers in the community on Food Stamp Program objectives and procedures, providing for coupon issuance, certifying needy families as eligible for the program, and meeting with retail grocers and food wholesalers to make sure they understand the food industry role before they are authorized to accept and redeem the Federal food coupons.

Newly designated areas, by States are:

*Each designation is a county,
unless otherwise specified.*

Alabama

Choctaw
Clarke
Houston
Mobile
Montgomery
Pickens
Pike
Russell
Sumter

Alaska

Anchorage Area
Bethel Area
Dillingham (City)
Fairbanks Area
Juneau Area
Ketchikan Area
Kotzebue Area
Seward Area
Sitka Area

Arkansas

Ashley
Calhoun
Chicot
Columbia
Crawford
Desha
Fulton
Garland
Grant
Hempstead
Jackson
Lafayette
Lawrence
Little River
Logan
Miller
Polk
Pope
Randolph
Sebastian
Sevier
Sharp
Stone
Union
Washington
Yell

California

Alameda
Lassen
Shasta

Colorado

Chaffee
Cheyenne
El Paso
Fremont
Grand
Kiowa
Kit Carson
Lake
La Plata
Lincoln
Montezuma
Montrose
Routt
Saguache
Sedgwick
Teller

Georgia

Baldwin
Bleckley

Calhoun
Carroll
Catoosa
Chatham
Crisp
Dawson
Dodge
Elbert
Fayette
Forsyth
Gilmer
Gordon
Habersham
Hart
Heard
Lamar
Lanier
Lee
Madison
McDuffie
Meriwether
Morgan
Oglethorpe
Peach
Pickens
Pierce
Pike
Polk
Putnam
Seminole
Spalding
Tift
Toombs
Towns
Treutlen
Twiggs
Upson
Walton
Wheeler
White

Illinois

Boone
Bureau
Carroll
DeKalb
DuPage
Ford
Fulton
Grundy
Henderson
Henry
Jo Daviess
Kane
Kankakee
Kendall
Knox
Lake
LaSalle
Lee
Livingston
Marshall
McHenry
McLean
Mercer
Ogle
Peoria
Putnam
Rock Island
Stark
Stephenson
Tazewell
Warren
Whiteside
Will
Winnebago
Woodford

Indiana

Howard
Marshall

Iowa

Audubon
Carroll
Cass
Cherokee
Clayton
Clinton
Floyd
Hancock
Howard
Jackson
Jones
Marion
Mitchell
Oscola
Pocahontas
Sac
Shelby
Winnebago
Wright

Kansas

Atchison
Greenwood

Louisiana (Parishes)

Caddo
DeSoto
East Carroll
Madison
Orleans
Ouachita
Rapides
St. Helena
St. Tammany
Union
Vernon

Maryland

Carroll
Frederick
Kent
Montgomery
St. Marys
Somerset
Wicomico
Worcester

Massachusetts (Cities)

Amherst
Boston
Cambridge
Dracut
Pittsfield
Quincy
Revere
Springfield

Michigan

Alger
Allegan
Antrim
Barry
Benzie
Branch
Clare
Clinton
Delta
Dickinson
Eaton
Genesee
Grand Traverse
Hillsdale
Huron
Isabella
Luce
Mason
Muskegon
Ogemaw
Saginaw

St. Joseph
Schoolcraft
Shiawassee
Wexford

Minnesota

Cook
Kittson
Lake of the Woods
Le Sueur
Marshall
Mille Lacs
Murray
Nobles
Pennington
Red Lake
Redwood
Sibley
Wadena

Mississippi

Alcorn
Humphreys
Itawamba
Jasper
Montgomery
Prentiss
Simpson
Union

Montana

Glacier
Lewis & Clark
Lincoln
Valley

Nebraska

Dixon
Dodge
Garfield-Loup
Gosper
Greeley
Harlan
Howard
Merrick
Phelps
Pierce
Stanton

New Jersey

Cape May
Cumberland
Hudson
Middlesex
Warren

New Mexico

Bernalillo

New York

Schoharie

North Carolina

Bladen
Brunswick
Greene
Guilford
Rockingham
Union
Warren

North Dakota

Barnes
Billings

Bottineau
Dickey
Dunn
Foster
Golden Valley
Hettinger
Kidder
La Moure
Logan
McHenry
McIntosh
McLean
Mountrail
Ransom
Richland
Sargent
Sheridan
Stark
Steele
Traill
Williams

Ohio

Ashtabula
Butler
Crawford
Delaware
Erie
Fulton
Gallia
Geauga
Greene
Hardin
Hocking
Huron
Licking
Logan
Marion
Medina
Meigs
Miami
Noble
Ottawa
Perry
Portage
Ross
Sandusky
Shelby
Van Wert
Vinton
Wood
Wyandot

Pennsylvania

Adams
Berks
Butler
Cameron
Centre
Delaware
Elk
Monroe
Northampton
York

Rhode Island (Cities)

East Providence
Newport

South Carolina

Chesterfield
Florence
Marlboro
Sumter

South Dakota

Beadle
Brown

Codington
Davison
Pennington

Tennessee

Bedford
Blount
Crockett
Cumberland
Davidson
Dickson
Franklin
Giles
Hawkins
Houston
Humphreys
Johnson
Lincoln
Monroe
Montgomery
Moore
Perry
Polk
Roane
Sullivan
Unicoi
Warren

Texas

Bexar

Utah

Daggett
Salt Lake
San Juan

Vermont (Welfare Districts)

Burlington
Hartford
Montpelier
Rutland
Springfield

Virginia

Fairfax

Washington

King
Pierce
Spokane

West Virginia

Berkeley
Grant
Hampshire
Hardy
Jefferson
Mineral
Morgan

Wisconsin

Barron
Bayfield
Columbia
Eau Claire
Green
Menominee
Monroe
Richland
Sheboygan

CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

ADD NEW MEXICO

The big early fall lettuce crop in the Las Cruces-Hatch area started something new for New Mexico last year—the first market news service for fruits and vegetables in the State.

New Mexico growers and shippers, through their State Department of Agriculture, requested the market news service after 1966 lettuce production reached 113 million pounds, nearly four times the previous 5-year average.

The Federal-State Market News Service, administered by the U.S. Department of Agriculture's Consumer and Marketing Service in cooperation with State agencies, provides nationwide reports on prices, shipments, and market conditions for a wide variety of agricultural products—including lettuce from practically all other major producing areas in the country. Market news reports help growers and shippers determine where and when to sell and buyers where and when to buy, so the best products available can be brought to the consumer at the lowest possible price.

C&MS's Fruit and Vegetable Division, in cooperation with the New Mexico State Department of Agriculture, opened the first fruit and vegetable market news office in New Mexico at Las Cruces on Oct. 5, 1967. The office is scheduled to report early spring as well as early fall lettuce marketings in New Mexico and possibly onions and carrots. The Las Cruces office last year provided three daily reports, which were disseminated locally by telephone tape recording:

- In the morning, the previous day's shipments of lettuce, by State of origin, plus shipping point prices and conditions in competing areas.
- At noon, lettuce prices at selected wholesale markets through-

out the country and the combined arrivals and track holdings in 16 major cities.

- In late afternoon, the local supply, prices, and market conditions in the New Mexico area.

The current day's market for lettuce in the New Mexico producing area was relayed by teletype to all market news offices throughout the country for distribution to the industry.

THEY'VE GOT IT TAPED

When the telephone tape recorder couldn't keep up with calls for information, the market news reporter in Phoenix, Ariz., knew the automatic answering device was a big success. And that's the way it's been in 11 other fruit and vegetable market news offices—farmers and buyers in the local area and in competing areas, receivers in terminal markets, and others are using the automatic answering service day and night to get the latest market news.

Telephone recorders were first installed in fruit and vegetable market news offices when calls for information got too much for the reporters to handle. Now the recorders are also being used to make the latest market information available locally in Colorado, New Jersey, and Washington production areas that are 100 or 200 miles away from the nearest market news office.

In Colorado, the Denver market reporter makes tape recordings by long-distance telephone to Greeley, Monte Vista, Rocky Ford, Alamosa, and Palisade. Farmers and their marketing agencies in these areas can get information on lettuce, potatoes, onions, or peaches, by making a local phone call to the proper recorder.

Growers and shippers in New Jersey can get timely reports on New

Jersey-grown fruits and vegetables selling on the New York wholesale market by calling Bridgeton, N. J.—the tape recording is made from New York.

The Philadelphia market news office also provides New Jersey producing areas with market information via a telephone tape recorder in Hightstown, N. J., and the Yakima, Wash., office makes tapes available at Moses Lake on producing area and terminal market news for Columbia Basin potato growers.

The 12 year-round and seasonal offices with built-in answering services are in the following locations:

Arizona—Phoenix, Yuma.

California—Bakersfield, El Centro, Fresno, Indio, Salinas, Santa Maria.

Florida—Pompano Beach.

Idaho—Idaho Falls.

New Mexico—Las Cruces.

Virginia—Olney.

The Federal-State Market News Service is administered by USDA's Consumer and Marketing Service in cooperation with State departments of agriculture or other State agencies.

MEAT INSPECTORS INTENSIFY EFFORTS DURING BEULAH

Federal meat inspectors sometimes have more work when packing plants are idle than when they are in full production.

It was that way at plants in Brownsville, San Benito and Corpus Christi, Texas, during and after Hurricane Beulah. Inspection personnel from the U.S. Department of Agriculture's Consumer and Marketing Service were on the job—even though their own homes were damaged extensively.

As nature unleashed her fury—high winds, 14-foot tides, and rains up to 15 inches—livestock and meat in the hurricane's path were endangered. The challenge was to keep

losses at a minimum but still make sure that the consumer would be fully protected.

Polluted water was a danger. Flood waters contaminated everything they touched. And breakdowns of refrigeration equipment could cause frozen meats and other foods to spoil quickly.

Constant vigilance, technical know-how and dedication were vital; cooperation with plant managers, employees, public health workers and all emergency crews was essential.

The emergency work of Dr. M. C. Florence, veterinary meat inspector, and meat inspectors Ancil Buckelew and Charles Rawles began on Sept. 19, the day before Beulah hit. Working with the management of the packing plants, they made sure that livestock was evacuated and meat products removed from danger zones. Even though packing operations were shut down for several days, the inspectors checked all plants daily.

In addition, they tested public water supplies for pollution, alerted citizens to the dangers of polluted water and let them know when the water was safe to drink.

To meet demands for food, employees, management and inspection personnel worked together and plants were able to resume operations on the fifth day—Sept. 25.

The storm caused some heavy losses. About three-quarters of a million pounds of frozen and canned meats were condemned and disposed of under rigid supervision. Some was burned, some buried, and some converted to animal food.

Still, much was salvaged, reconditioned, inspected and released for food purposes. And much greater losses could have resulted had it not been for advance preparations and alertness during the storm.

PLENTIFUL FOODS FOR FEBRUARY

Blustery February will bring thrifty housewives a group of stick-to-the-ribs plentiful foods, says the Consumer and Marketing Service of the U.S. Department of Agriculture.

They are broiler-fryers, potatoes, dairy products and dry split peas.

Broiler-fryers, always popular with all the family, can lend the food budget a big helping hand, as February marketings are expected to exceed the level of a year earlier. Large supplies of poultry and red meats are depressing the farm price of broilers.

There's a slightly larger fall potato crop than last year, and it's also 17 percent more than average. Stocks in storage are believed to be record large. During February, supplies will be available from storage in all leading fall production areas, as well as from the Florida and California winter crops.

Protein and calcium-rich dairy products are other welcome plentiful. On December 1 cold storage holdings of American cheese totaled 351 million pounds, or about 4 million above average. Butter stocks were 187 million pounds, against the average of 198 million.

Dry split peas are a popular cold-weather food, and the 1967 production is estimated at 4.1 million hundredweight—11 percent above last year.

LIVESTOCK MARKET NEWS OFFICES EXPAND SERVICES

Two market news offices of the U.S. Department of Agriculture's Consumer and Marketing Service have increased their reporting outlets for livestock information.

Reports of the San Francisco office are now carried by radio stations in four Nevada towns: Winnemucca, Fallon, Reno, and Elko. The Nevada State Cattle Association and the Nevada Farm Bureau encouraged the stations to carry these broadcasts because the stations reach most of the major cattle and sheep raising areas in Nevada.

The Denver market news office has gained wide coverage for its new Colorado livestock auction report through the area wires of a national wire service, and the pages of a leading Denver newspaper. The reporting program now covers four Colorado auction markets at La Junta, Brush, Sterling, and Greeley.

FOOD TIPS

—from USDA's Consumer
and Marketing Service

To provide assurance in getting dairy products such as *cottage cheese* and *sour cream* of good quality, the U.S. Department of Agriculture's Consumer and Marketing Service has an official quality approval program. This is used for dairy products for which no official grade standards have been established. A "Quality Approved" rating is available for products which have been inspected for wholesomeness and minimum quality on the basis of Federal specifications. It is part of the Resident Grading and Quality Control Service, a voluntary, fee-for-service program which provides "in-processing" inspections in plants approved by USDA.

* * *

A boneless steak with very little fat, *flank steak* is definitely a less tender cut of meat and should be braised—that is, cooked with moist heat—regardless of USDA grade unless it is marinated and sliced very thin when served. The flank steak will have a well-developed flavor. It makes an excellent "Swiss" steak. In buying a flank steak, allow 6 to 8 ounces per person. Many restaurants list flank steak on their menus as "London Broil."

Their Job: To Protect American Consumers

The Compliance and Evaluation Staff is particularly concerned with guaranteeing consumers only wholesome meat and poultry products.

By L. L. Gast

CONSUMER protection services are designed to provide vigorous and effective programs to successfully accomplish a broad all-important mission—keeping the American consumers the best protected in the world.

A significant facet of this work is guaranteeing them wholesome, unadulterated, truthfully labeled meat and poultry products.

The U.S. Department of Agriculture's Consumer and Marketing Service officials feel that meeting this goal demands more than prosecutions for violations of the law. They want not only to detect, but also to prevent irregularities. And they want to find out how and why irregularities happen, what can prevent them from happening again, what can prevent certain types of violations from happening at all.

Accomplishing all these things is the duty of the Compliance and Evaluation Staff, designed to do what their name implies—obtain compliance with the laws as well as assure that management procedures and controls are effective. Their functions include the continuous surveillance of the meat and poultry industry, plus the evaluation of the effectiveness of the administration of consumer protection programs.

For example, C&ES reviews the movement of products from meat and poultry slaughtering plants; they examine public cold storage warehouses holding products for later

movement in interstate commerce; they check on importations of horse-meat for use in pet food to assure that it is not diverted into the human food supply.

A C&E officer making a periodic review examines openly. He looks for everything from the counterfeiting of inspection stamps to the insufficient marking of meat unfit for human food, from the reselling of meat ostensibly destined to be rendered for non-human food use to the advertising of uninspected meat and poultry as inspected. Initial contacts are almost always educational.

The officer's reports of violations of laws are submitted to the Office of General Counsel and to the Department of Justice when further action is required.

If a minor violation has occurred, a letter of warning, one which is informative and educational, is sent to the firm involved. The officer then returns to the firm to be certain that they have heeded the advice and to assist the management in doing so.

If there has been a major violation, the staff immediately provides the Office of Inspector General with full information. OIG decides whether they will conduct a formal investigation. Compliance officers maintain a preventive surveillance and, if necessary, later assist the investigator.

The Compliance and Evaluation Officers are doing more than collect-

ing facts after the violation. They work with thousands of meat and poultry processors and distributors informing them of legal requirements in order to prevent violations. They also can recommend the initiation of prosecution to assure compliance with the law when preventive efforts have not been successful.

The author is Director, Compliance and Evaluation Staff, Consumer Protection Programs, C&MS, USDA.

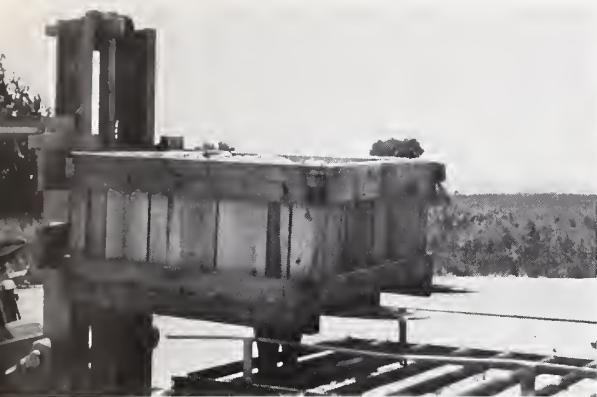
On the evaluation side, the staff seeks to appraise the effectiveness of the management of consumer protection programs by determining the causes of irregularities and recommending action to eliminate them.

They continually inform the Director's office of the progress of their work and make appropriate recommendations for possible changes in laws or procedures.

They also advise State officials of any suspected violations of State laws familiar to them, encouraging close and effective working relationships between personnel at all levels of Federal and State consumer protection programs.

They make special efforts to pursue their actions to an effective end.

The staff provides for full utilization of manpower, coordination of information, good reporting to the Agency management, and complete evaluation of program operations.



Sampling device with chute: Forklift loads bin of tomatoes on roller conveyor (left) for movement to automatic dumper (right), which pours the tomatoes onto chute. As the tomatoes flow down the chute, samples drop through the slot in the center of the chute onto a grading table. The rest of the tomatoes move into an empty bin at the bottom of the chute. After a bin is dumped, it moves on the roller conveyor to the bottom of the chute for refilling. The filled bin continues to the end of the conveyor for pickup by forklift.

MACHINES PICK AND CHOOSE TOMATOES

With mechanical harvesting, C&MS inspectors need mechanized help in taking samples of tomatoes for grading.

THE SWITCH IS ON in harvesting tomatoes for processing—and specialists with the U.S. Department of Agriculture's Consumer and Marketing Service are working to keep up with the switch.

In the East and Midwest, tomatoes for canning are usually hand-picked into lugs or baskets holding 30 to 35 pounds. When a grower delivers his tomatoes to the processing plant, a sample of several baskets or lugs is drawn, based on the size of the load, and the tomatoes are graded by Federal-State inspectors. The price the farmer gets from the canner depends on the grade of the tomatoes.

But now the move to mechanical harvesting of tomatoes for processing, long underway in the West, has caught on in Eastern and Midwest tomato-growing areas. Last year, Eastern and Midwest growers were trying out mechanical harvesting of tomatoes into bulk bins holding 800 to 1,000 pounds. In California, about two-thirds of the crop was mechanically harvested.

The sampling method for grading tomatoes in lugs or baskets won't work with the bulk bins, and the sampling and grading methods used with bulk bins in California have

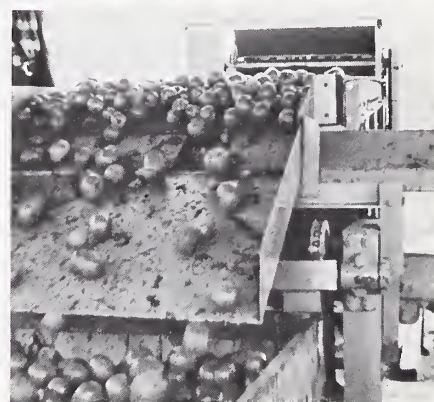
not been accepted in other areas.

Inspection and standardization specialists with C&MS's Fruit and Vegetable Division have the problem in hand, though. They're working with Agricultural Research Service researchers in testing mechanical devices designed to draw representative samples of tomatoes from bulk bins.

The C&MS-ARS team is studying mechanical damage to tomatoes resulting from use of the sampling equipment and how long the whole sampling operation takes. Two mechanical sampling devices have been tested.

Here's how the sampling operation works:

The inspector selects random bins of tomatoes from the grower's truck (one truck carries up to 60 bins), and the selected bins are removed by forklift and loaded on the sampling equipment. An automatic dumper pours the tomatoes from a bin, a predetermined percentage of tomatoes are automatically diverted for the inspector's sample, and the rest of the tomatoes are moved back into a bin for return to the grower's truck. With one of the mechanical sampling devices, the tomatoes are poured onto a moving belt, and



Sampling device with moving table. Automatic dumper lifts bin (Top) and pours tomatoes onto moving table. At the end of the table (Bottom), samples drop through a slot and are collected in container for grading. Samples are taken periodically by opening and closing the slot. The bin is lifted and lowered automatically during refilling. Bins are loaded on the equipment and removed by forklift.

with the other, down a wide chute.

The C&MS-ARS team found the devices promising in the preliminary tests. Based on results of time studies of the operation and observations during the tests, the team expects to recommend modifications that will improve the efficiency of the equipment and speed up the whole operation.

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OFFICIAL BUSINESS

C&MS Works to Implement Wholesome Meat Act

Through effective enforcement of the Act, the consumer will be assured that all meat sold in the United States is wholesome and produced in a sanitary manner.

By Dr. H. M. Steinmetz

On Dec. 15, 1967, President Johnson signed the Wholesome Meat Act and told housewives they were receiving something he termed "priceless":

"... assurance that the meat that they put on the dinner table for their husbands and their children is pure, that it has been packed and it has been processed in a sanitary plant."

But the task of putting the Wholesome Meat Act into effect neither started nor ended at that White House ceremony. The U.S. Department of Agriculture—through its Consumer Marketing Service—had been working since Congress approved the bill to insure quick and effective action, and has continued its efforts at full speed since the measure became law.

Since two major groups were immediately affected by the law—meat plants in the District of Columbia, and "boners and cutters" (persons who cut up carcasses into wholesale cuts for further processing) in interstate commerce—USDA had to make surveys of these plants and approve them as being capable of producing clean meat. Inspectors are being assigned to the newly covered

plants, and the meat must be as wholesome as meat in any federally inspected plant.

Within a few weeks, USDA took many more steps to insure full enforcement of the Act, including:

- Appointing a temporary work

The author is Assistant Deputy Administrator for Consumer Protection, C&MS, USDA.

group to implement the Federal-State cooperation provisions of the Act. The group, composed of officials of the National Association of State Departments of Agriculture, met in Washington in January to discuss these portions of the law.

- Authorizing C&MS to hire 75 additional meat inspectors to speed enforcement of the Act. These were the first of about 500 meat inspectors and other personnel to be hired by June 30.

- Instructing C&MS' Compliance and Evaluation Staff to increase efforts to identify meat products that may be subject to seizure and detention under the Wholesome Meat Act.

- Arranging meetings of C&MS meat inspection district directors

with State meat inspection officials to discuss development of cooperative Federal-State meat inspection programs.

- Informing Governors of the 50 States of the various Federal-State provisions of the Act.

- Preparing and releasing to State governments a "model" law for use in providing an adequate State meat inspection system.

Under the Act, a State will have up to 3 years to enforce a meat inspection program equal to the Federal program. If not, the Federal government will provide inspection at all meat plants in that State. The Act authorizes the Federal government to provide up to 50 percent of the cost of the State program, and provide technical assistance as needed.

Through effective action under the Wholesome Meat Act, the consumer will be assured that all meat sold in the U.S. is wholesome and produced in a sanitary manner. This assurance was promised by the U.S. Department of Agriculture supporting the legislation, Congress passing the Act, and the President's signing it into law.